

## # Invest Kenya Website â Authoring Guide

This is the official, \*\*handsâ on authoring guide\*\* for editors. It follows the exact workflows used on the site.

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### ## 1) How To Login To WordPress Dashboard

1. Visit the WordPress dashboard:
  - <https://beta.investkenya.go.ke/wordpress/wp-admin/>
2. Use your credentials and log in.
3. You will be redirected to the WordPress dashboard.

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### ## 2) How To Preview Any Page or Post

1. Visit the WordPress dashboard:
  - <https://beta.investkenya.go.ke/wordpress/wp-admin/>
2. On the left menu, you will see \*\*Pages\*\* and \*\*Posts\*\*.
  - \*\*Pages\*\* = main website pages (home, about, why kenya, etc.).
  - \*\*Posts\*\* = articles like News, Events, Publications, Governance.
3. Open \*\*Pages\*\* or \*\*Posts\*\*, then search for the item you want.
4. Hover over the item and click \*\*View\*\* to preview it.

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### ## 3) News Authoring (Stepâ byâ Step)

1. Visit the WordPress dashboard:
  - <https://beta.investkenya.go.ke/wordpress/wp-admin/>
2. Click \*\*Posts\*\* on the left.
3. Search for the post: \*\*â News Sample -> duplicate thisâ \*\*.
4. Hover over it and click \*\*Duplicate\*\* (this creates a clean template copy).
5. Hover over the new duplicate and click \*\*Quick Edit\*\*.
6. Fill the \*\*Title\*\*, then copy it and paste it into the \*\*Slug\*\* (exact same text).
7. If you want tags, update the \*\*Tags\*\* field (example: 'Danger, Critical').
8. \*\*Do not change anything else.\*\* Click \*\*Update\*\*.
9. Hover over the new post again and click \*\*Edit\*\* (not Elementor).
10. On the right under \*\*Post\*\* youâ ll see the \*\*Featured Image\*\*.
  - Hover â \*\*Replace\*\*.
  - Upload or select from media.
11. Scroll down in the editor. You must adjust:
  - \*\*Display In Slider:\*\* Yes / No (controls if it appears in the news slider).
  - \*\*Blog List Image:\*\* select the same image you used as featured image.
12. Click \*\*Save Draft\*\* (top right).
13. Go back to \*\*Posts\*\*, find your draft.
14. Hover and click \*\*Edit with Elementor\*\*.
15. If the Elementor panel is not visible, click the small icon between \*\*Search\*\* and the \*\*Eye\*\* (near

16. In Elementor you are responsible \*\*only for the first two sections\*\*.

- Expand the first section à column à update the image and two text editors.

17. You can \*\*Publish\*\* immediately, or click the arrow next to \*\*Publish\*\* and choose \*\*Save Draft\*\*.

18. If saved as draft: go back to Posts à Quick Edit à change status to \*\*Published\*\* à Update.

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#### ## 4) Events Authoring (Stepâ byâ Step)

1. Visit the WordPress dashboard:

- <https://beta.investkenya.go.ke/wordpress/wp-admin/>

2. Click \*\*Posts\*\* on the left.

3. Search for: \*\*â Event Sample -> duplicate thisâ \*\*.

4. Follow the same steps as News (duplicate à quick edit à update title/slug à save).

5. \*\*Extra fields you must fill:\*\*

- \*\*Start Date\*\*

- \*\*End Date\*\*

- \*\*Location\*\*

6. If the event is one day only: fill \*\*Start Date\*\* only.

7. In Elementor you only update the \*\*first section\*\*.

- You will see \*\*three text editors\*\*, \*\*one image\*\*, and an \*\*HTML widget\*\*.

- \*\*Do not touch the HTML widget.\*\*

8. Publish or save draft, same as News.

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#### ## 5) Publication Authoring (Resources)

1. Visit the WordPress dashboard:

- <https://beta.investkenya.go.ke/wordpress/wp-admin/>

2. Click \*\*Posts\*\* on the left.

3. Search for: \*\*â Publication Sample -> duplicate thisâ \*\*.

4. Follow the same steps as News.

5. \*\*Extra field:\*\* \*\*Download Link\*\* (paste the file URL).

6. In Elementor you only update the \*\*first container\*\* (it contains two inner containers).

- You will see \*\*two text editors\*\*, \*\*one image\*\*, and a \*\*Button\*\*.

- \*\*Do not touch the Button widget.\*\*

7. Save or publish.

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#### ## 6) Governance Authoring (Board / Senior Management)

1. Visit the WordPress dashboard:

- <https://beta.investkenya.go.ke/wordpress/wp-admin/>

2. Click \*\*Posts\*\* on the left.

3. Search for: \*\*â Governance Sample -> duplicate thisâ \*\*.

4. Follow the same steps as News.

5. In \*\*Quick Edit\*\*, change the \*\*Category\*\*:

- For Senior Management: check \*\*Senior Management\*\* and uncheck \*\*Board Members\*\*.
6. \*\*Extra field:\*\* \*\*Job Position\*\* (fill it).
  7. In Elementor:
    - Update the first main container (two inner containers).
    - Update the extra container inside the second container for job position.
    - You will see \*\*three text editors\*\*, \*\*one image\*\*, and an \*\*Icon\*\*.
    - \*\*Do not touch the Icon widget.\*\*
  8. Save or publish.
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## ## 7) How To Add a New Tag

1. Visit the WordPress dashboard:
    - <https://beta.investkenya.go.ke/wordpress/wp-admin/>
  2. Hover over \*\*Posts\*\* and click \*\*Tags\*\*.
  3. Enter the \*\*Tag Name\*\*.
  4. Click \*\*Add New Tag\*\*.
  5. To edit or delete existing tags: hover the tag â \*\*Quick Edit\*\* or \*\*Delete\*\*.
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## ## 8) How To Add a Media Element

1. Visit the WordPress dashboard:
    - <https://beta.investkenya.go.ke/wordpress/wp-admin/>
  2. Click \*\*Media\*\* on the left.
  3. You can:
    - Upload new media
    - Edit existing images (alt text, title, delete)
  4. Click \*\*Add New Media\*\* to upload new files.
  5. To edit an existing image, click it in the media library and update its details.
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## ## 9) Special Characters and Formatting Rules (Use asâ is)

Some authoring fields \*\*only work correctly when specific characters are included\*\*. Below is the exact list:

### ### A) '//' split titles (keep the double slash)

These fields split the title into two styled parts, so \*\*leave the '//' in the text\*\*:

- \*\*Homepage â Tabs section:\*\* 'main\_title\_tabs\_section' (tabs home block).
- \*\*Get Started page:\*\* 'main\_title\_get\_started\_section'.
- \*\*How We Support Investors (first section):\*\* 'main\_title\_first\_section'.
- \*\*Investing in Kenya tabs block:\*\* 'main\_title'.
- \*\*Investment Trends tabs:\*\* 'main\_title\_first\_tab', 'main\_title\_second\_tab', 'main\_title\_third\_tab'.
- \*\*Incentives â Eligible Investments block:\*\* 'title\_second\_section'.
- \*\*Incentives tabs:\*\* 'raw\_title\_first\_section' (benefits/protections tabs).
- \*\*Laws & Regulations tabs:\*\* 'raw\_title\_first\_section'.

- \*\*Careers page (first section):\*\* 'main\_title\_first\_section'.
- \*\*About Us â Vision/Mission/Values:\*\* 'main\_title', 'first\_big\_text', 'second\_big\_text'.
- \*\*Newsletter subscribe block:\*\* 'title\_newsletter'.

### ### B) '{}' for bold callouts (Why Kenya second section)

In the \*\*Why Kenya\*\* second section value descriptions, wrap the words you want bold \*\*inside curly braces\*\*

- 'first\_value\_description\_second\_section'
- 'second\_value\_description\_second\_section'
- 'third\_value\_description\_second\_section'

Example:

“

Some text {bold line} more text.

”

### ### C) Laws & Regulations authoring (exact link format)

The \*\*Laws & Regulations tabs\*\* have two types of links:

- 1) \*\*Inline links inside the info text fields\*\* â use this exact pattern:
  - '{Link Label|https://full-url.com}'
  - Example: 'Read the Act {Kenya Investment Act|https://example.com}'
  - Works inside these fields:
    - 'first\_information\_text\_first\_tab' â 'sixth\_information\_text\_first\_tab'
    - 'first\_information\_text\_second\_tab' â 'sixth\_information\_text\_second\_tab'
- 2) \*\*Bottom CTA button\*\* â fill the button fields normally:
  - 'button\_text\_first\_tab' + 'button\_link\_first\_tab'
  - 'button\_text\_second\_tab' + 'button\_link\_second\_tab'
  - The button link is treated as a \*\*site path\*\*, so use something like '/laws-regulations/' (no HTML).

If a section ever feels inconsistent, note it for a future cleanup pass when time allows.

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## ## 10) Final Quality Checklist (Before Publishing)

- â Title is clear and matches the slug
- â Featured image is set
- â Required custom fields are filled
- â Elementor sections updated (only where instructed)
- â Draft or Publish status set correctly

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If you want, we can also add page-specific checklists for each main section (Why Kenya, Incentives,